



Community Services Department • Senior Center • Recreation Division
266 Escuela Avenue • Post Office Box 7540 • Mountain View, CA 94039-7540 • 650-903-6330 • FAX 650-962-1924

The City of Mountain View invites you to participate in the City's 35th Annual Spring Family Parade, a family event that celebrates spring with a new theme each year. Children, schools, clubs, and teams are always active participants. This year we're going "**WILD about Mountain View!**" The parade will be held on Saturday, April 27, 2013, at 12:00 noon. Post-parade celebrations include food, games and entertainment held at Pioneer Park until 3:00 p.m. The parade is held **RAIN OR SHINE**.

Back for the second year!!!! Float contest! Groups are encouraged to enter a float into the parade! Floats will be judged along the parade route, and prizes will be announced in Pioneer Park following the parade.

Please fill in the entry form attached, and return it or register electronically at www.mountainview.gov (find Community Events under Library, Arts, Parks and Rec) by Friday, April 5, 2013. A confirmation email with detailed information will be electronically delivered by April 12. If you have any questions, please call Sarah Foster at (650) 903-6448 or e-mail her at sarah.foster@mountainview.gov.

PLEASE NOTE: This is a forward-motion parade; **entrants may not stop to perform in front of the announcing stand, and there will be no stopping anywhere along the parade route.** Groups are requested to perform during the entire length of the parade route (approximately one-half mile). In addition, participants may not throw things, hand things out or solicit during the parade. The City reserves the right to reject or dismiss any entry that violates the above-stated rules or in any way misrepresents the conditions of its original acceptance. Entrants who violate the rules may be denied entry in future parades. All entries that will be including a float must have a fire extinguisher (rated 2A-10BC) present on the float.

APPLICATION ACCEPTANCE CRITERIA

All applicants are evaluated based on the following criteria:

1. General – The City of Mountain View's Annual Spring Family Parade is a nonpartisan, nonpolitical, nonsectarian event. The idea is for participants to have fun and convey themes which are understood by children.
2. Adherence to Theme – Unit closely incorporates the parade's theme, "**WILD about Mountain View.**"
3. Choreography – Perform an entertaining and exciting routine, keeping in mind the health and safety of participants and spectators. Choreography must include continual forward movement without stopping to prevent gaps between entries. Groups are requested to perform during the entire length of the parade route (approximately one-half mile).
4. Distribution – Printed literature, samples, gifts, etc., are not to be distributed as they cause a litter problem. We do not want any children running into the streets in front of cars, so candy may NOT be tossed into the crowd.
5. Costuming/Props – The costumes are original in nature, well-designed and appropriate for a mixed audience inclusive of children under the age of 13.
6. Timeliness – Applications must be thorough and complete. Applications must be received by the Recreation Division no later than Friday, April 5, 2013.
7. Animals – Animals must be kept under control. If you cannot, please leave the parade area rather than risk a problem.
8. Floats – All floats must carry a fire extinguisher with a 2A-10BC rating. Floats will require an inspection by the Fire Department between 10:00 a.m. and 11:45 a.m. on parade day to confirm compliance.

Entrants who violate the rules may be denied entry in future parades.

**MOUNTAIN VIEW'S ANNUAL SPRING FAMILY PARADE
APPLICATION FORM**

SATURDAY, APRIL 27, 2013 – 12:00 NOON – RAIN OR SHINE

Entry Group or Individual: _____

Contact Person: _____ Daytime Phone: _____

Mailing Address: _____

E-mail Address: _____

- ☐ Yes, we would like to participate in the parade!
☐ No, we will not be able to participate in the parade.
☐ Please take my name off of the parade mailing list.

How many participants will be in the entry? _____ (# WILL EQUAL PARTICIPATION GIFTS RECEIVED FOR GROUP)

Will entry have sound? ☐ YES ☐ NO

Will entry have vehicles (type, model, how many)? Limit two vehicles per individual entry, five per group. _____

Information about your entry/group for announcement at review stand (75 words maximum):

Description of costumes to be worn by all group participants:

Description of planned performance or activity of group along the parade route:

**RETURN BY MAIL BY April 5, 2013 TO:
PARADE ENTRY – CITY OF MOUNTAIN VIEW SENIOR CENTER
266 Escuela Avenue • Post Office Box 7540 • Mountain View, CA 94039-7540 • FAX (650) 962-1924**